

INTRODUCTION TO GOOGLE ADWORDS ENHANCED CAMPAIGNS

In this Marketing Action Guide, you'll learn what has changed recently with the new AdWords Enhanced Campaigns and how to use the new features to boost your return on investment from AdWords.

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WHAT IS AN ENHANCED AdWORDS CAMPAIGN?

On July 22, 2013, Google automatically converted every AdWords campaign to what they call an “Enhanced Campaign.” Enhanced sounds like a harmless improvement, but as you’ll soon see, this migration caused a lot of grief among advertisers (myself included). It’s possible that you didn’t even notice the change and if that’s the case you may soon realize you have been wasting a LOT of money due to some of the new Enhanced Campaign settings. We’ll get to how to fix that in a minute.

For now, let’s talk about why Google overhauled AdWords this year. This is important to understand so you know where the online advertising industry is moving.

WHY GOOGLE CREATED ENHANCED CAMPAIGN SETTINGS

There are two important reasons why Google created the new and (sort of) improved Enhanced Campaign settings:

1. Simplify campaign management
2. Take advantage of the growing mobile and multi-device trend

SIMPLIFY MANAGEMENT

One of the major complaints among business owners was that Google AdWords was too complex to setup and manage. Well, unfortunately, the new Enhanced Campaigns didn’t fully solve this problem. In fact, the reason for this Marketing Action Guide is because of the flood of questions about all of the different settings now available in AdWords.

I’ll admit, Google did make it easier to get your campaigns setup, but **most of the default settings will almost guarantee you’ll waste money on worthless clicks**. The cynical view is that Google made some of these decisions more for their bank account, rather than the advertiser. But in the long run – once all the kinks are ironed out – I do believe Enhanced Campaigns will be a true upgrade for AdWords and savvy advertisers will drive more leads and sales with less time managing campaigns.

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GROWING MOBILE & MULTI-DEVICE TREND

I'm sure you are already aware that mobile phone usage is on the rise. By 2015, mobile internet traffic is predicted to overtake desktop computer traffic in the US. That's a BIG deal for Google.

Did you know Google generates the vast majority of their revenue from search advertising via Google AdWords? Well, now you do and that's an important fact to remember because it drives Google's decisions for both advertising and SEO. As the search landscape changes from desktops to mobile phones, AdWords must also adapt to make it easier for advertisers to target mobile devices and Tablets.

The other important trend is multiple device usage. According to a recent study by Google, 90% of the 1,611 responders said they use multiple devices to complete an online task. Examples are switching from desktop to a mobile phone or from a tablet over to a laptop. Personally, I can remember several times when I looked for a nearby store on my laptop and then moved to my mobile phone to find the exact directions en-route. Another likely scenario is when you find something cool on your phone, but then you switch over to your desktop to do more research, and to ultimately make the purchase.

This new multi-device behavior is another reason why Google was forced to revamp AdWords, or risk losing a big chunk of their search advertising revenue.

But you don't really care about Google's revenue right? You care about how you can use the new AdWords campaigns to generate more leads and sales for YOUR business. So let's dive in...

THE GOOD, THE BAD, & THE UGLY

The good news is that, overall, Enhanced Campaigns give business owners more tools to improve targeting, generate more prospects, and more easily optimize campaigns for more return on investment (ROI). I'm going to walk through all of these settings in the next section.

The bad news is there is currently no way to target or block your ads from targeting Tablet computers like the iPad. This may seem trivial, but if your website does not function properly on a Tablet device, then clearly you're going to waste ad dollars unnecessarily. Most businesses do not have mobile optimized websites and luckily Google gives us the ability to block ads from showing to mobile phones. However, it's impossible to block Tablets.

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The ugly truth is that based on my tests, Tablet traffic has a much lower conversion rate (i.e. less people complete forms, call, or order after clicking on the ads) and a higher cost per conversion than Desktop computers. This of course depends on your industry and whether or not your prospects are using Tablets. In the near future, I believe Google will give us the ability to target and bid separately across Tablets, Desktops and mobile devices. But until then, make sure your website at least functions properly on a Tablet.

NEW ENHANCED CAMPAIGN FEATURES THAT WILL BOOST ROI

I've studied and tested the new Enhanced Campaign features and I've boiled them down into just 4 key areas that can help you boost your ROI:

1. Bidding Tools
2. Ads & Ad Extensions
3. Audience (Re)Targeting
4. Landing Page Segmenting

BIDDING TOOLS

One of the most important updates has to do with the bidding tools now available in AdWords. Bidding used to be as simple as setting your maximum cost per click for a keyword (on the Search network) or a placement (on the Display network).

Boy, have things changed... bidding can now be adjusted for different devices, different geographic locations, and certain times of the day or week. For example, if you know prospects using a desktop computer are more likely to turn into paying clients, then you should bid more for desktops versus mobile devices. Also, if you know clients in New York City are typically more valuable than clients located in Florida, then you could bid more aggressively in New York City. And finally, if your ads perform better between 2pm – 6pm, then you may want to bid higher for those times.

All of this can now be done within just ONE campaign. Remember how I said one of Google's goals with Enhanced Campaigns was to simplify campaign management? Well, this is where they succeeded and you need to take advantage of these new bidding options.

Here's how...

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DEVICE BIDS

To adjust your device bids in each of your Campaigns, go to Settings > Devices and then click on the box to the right of Mobile devices with full browsers under the column Bid adj. A yellow box will pop up and you can select “Increase By” or “Decrease By” (see below).

The screenshot shows the Google AdWords interface for a campaign named "Campaign #2". The "Devices" tab is selected, and a yellow pop-up box is open for adjusting the bid for "Mobile devices with full browsers". The pop-up box shows a "Decrease by" dropdown set to "100 %" and an example: "Example: A \$10.00 bid will become \$0.00." The "Save" button is highlighted.

Device	Bid adj. ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
Computers		0	0	0.00%	\$0.00	\$0.00	0
Mobile devices with full browsers	Decrease by 100 % Example: A \$10.00 bid will become \$0.00.	0	0	0.00%	\$0.00	\$0.00	0
Tablets with full browsers		0	0	0.00%	\$0.00	\$0.00	0
Total		0	0	0.00%	\$0.00	\$0.00	0

In the example, above I decreased my mobile bid by 100%, which means I’m blocking my ads from showing to mobile phone. **If your website is not mobile optimized, then I recommend you do this in all of your accounts ASAP.**

Once you click Save, then your ads will not show for Mobile devices. Then once you have a mobile-friendly website you can come back here and adjust your bids to see if mobile traffic will work for your business.

LOCATION BIDS

To adjust your location bids in each of your Campaigns, go to Settings > Locations and then click on the box to the right of each of your locations under the column Bid adj. A yellow box will pop up and you can select “Increase By” or “Decrease By” (see below).

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For example, let's say your actual bid is \$1 for one of your keywords. Then, let's say your Location bid for New York is +50% and your Ad Scheduling bid is -20% for 12am – 7am. If your ad displayed at 2am in New York, then what's your actual bid?

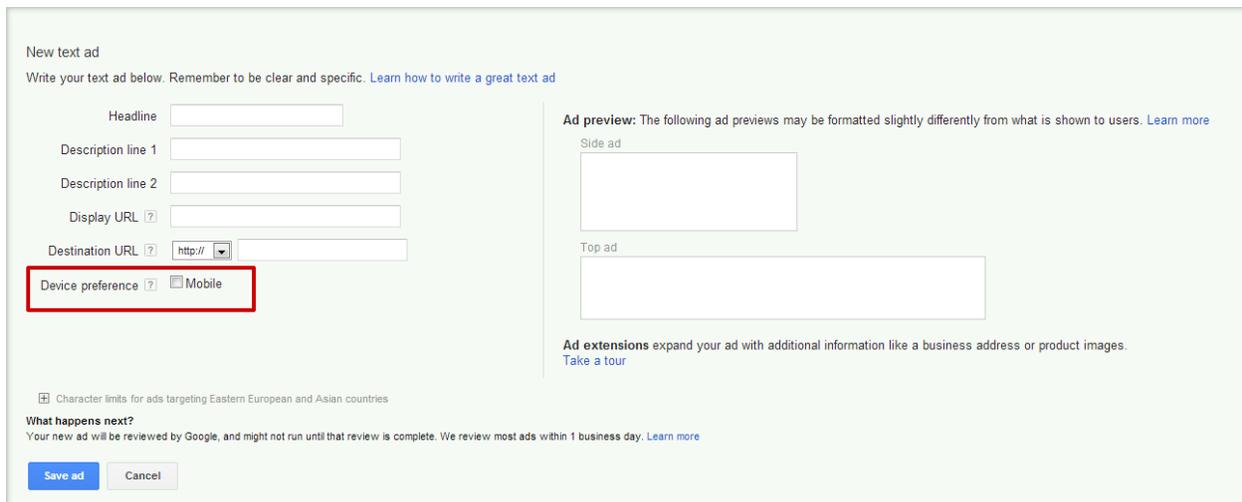
Here's the math:

- $\$1 + (\$1 \times 50\%) = \$1.50$
- $\$1.50 - (\$1.50 \times 20\%) = \$1.20$
- Actual bid = \$1.20 in New York at 2am

As you can see, this can get a bit complicated so I recommend you keep things simple to start. Set just one bid adjustment at a time and closely monitor the results.

ADS & AD EXTENSIONS

The second most important feature in Enhanced Campaigns has to do with your ads. Since Google combined the device targeting and bidding, you'll now have desktop and mobile ads in a single campaign. If you don't look closely while created your ads you may miss this critical setting (see below).



The screenshot shows the 'New text ad' creation form. On the left, there are input fields for 'Headline', 'Description line 1', 'Description line 2', 'Display URL', and 'Destination URL'. Below these is a 'Device preference' section with a checkbox labeled 'Mobile' which is checked. On the right, there are 'Ad preview' sections for 'Side ad' and 'Top ad'. At the bottom, there are 'Save ad' and 'Cancel' buttons.

Check the checkbox for Device preference for an ad that you want to show for mobile devices. That tells Google to prioritize this ad whenever the user is on a mobile device. Leave this box unchecked for ads you want to target Desktops and Tablets.

In addition to this little checkbox, Google also changed some of the Ad Extensions. **If you're not yet using Ad Extensions, then this could easily be the most important improvement to your campaigns.** Google is now giving even more ad

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real estate via Ad Extensions to the top advertisers to help them drive more traffic and sales.

Here are the Ad Extensions that were recently enhanced, along with my recommendations:

1. SiteLinks
2. Call
3. Social

SITELINKS EXTENSIONS

To add SiteLinks Extensions, click on the “Ad Extensions” tab, select “View: SiteLinks Extensions,” and then click on the Edit button.

Google AdWords

Home Campaigns Opportunities Tools and Analysis Billing My account

All online campaigns >
Campaign: Search - USA

Enabled Type: Search Network only - All features Edit Budget: Search Campaigns CAS\$40.00/day Edit Targeting: United States Edit Active bid adjustments: Ad schedule

Ad groups Settings Ads Keywords Audiences **Ad extensions** Dimensions

View: Sitelinks Extensions Segment Filter Columns

Sitelink extension setting No setting **Edit**

SiteLink	Status	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conv. (1-per-click) ?
Your upgraded sitelink extensions don't have statistics for the selected date range.								

Ad group sitelink extensions

Then you'll see a screen like the one below where you can click on the + New sitelink button.

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Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

View: Sitelinks Extensions Segment Filter Columns

Edit sitelink extension

Select at least 4 sitelinks to use with this campaign. We recommend adding descriptions to your selected sitelinks.

Sitelinks

Search for sitelinks

No sitelinks are available.

Selected sitelinks:

No sitelinks selected.

+ New sitelink

Show this extension on all devices. Edit

Save Cancel

Finally, you'll see a box where you can enter in the text for your sitelink ad (see below).

New sitelink

Link text ?

Link URL ? http://

Device preference ? Mobile

Description ?

Optional

+ Start/end dates, scheduling

Save Cancel

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Each sitelink is essentially another text ad that will be displayed beneath your main ad. For example, below is a screenshot of a text ad with 4 sitelink ads underneath.



The screenshot shows a Google Ad for "Example Pizza Store - Fresh and Hot" with the URL "www.example.com". The main ad text is "Get Your Favorite Pizzas! Only At Your **Pizza** Store". Below the main ad are four sitelinks arranged in a 2x2 grid:

- Order Online Now**: **Pizza**, Breadsticks, and More! Free 2 liter soda with online order
- Store Locator**: Find Location Nearest You \$10 For Any **Pizza**!
- Deals In Your Area**: Free Breadsticks with Large **Pizza** Order Online Now. Free Delivery!
- Returning Customer? Order Here**: Fresh Ingredients, Great Taste Easy Ordering For Returning Customers

Impressive right? From my testing, using these sitelinks increases your click through rates and can give you an advantage over your competitors.

CALL EXTENSIONS

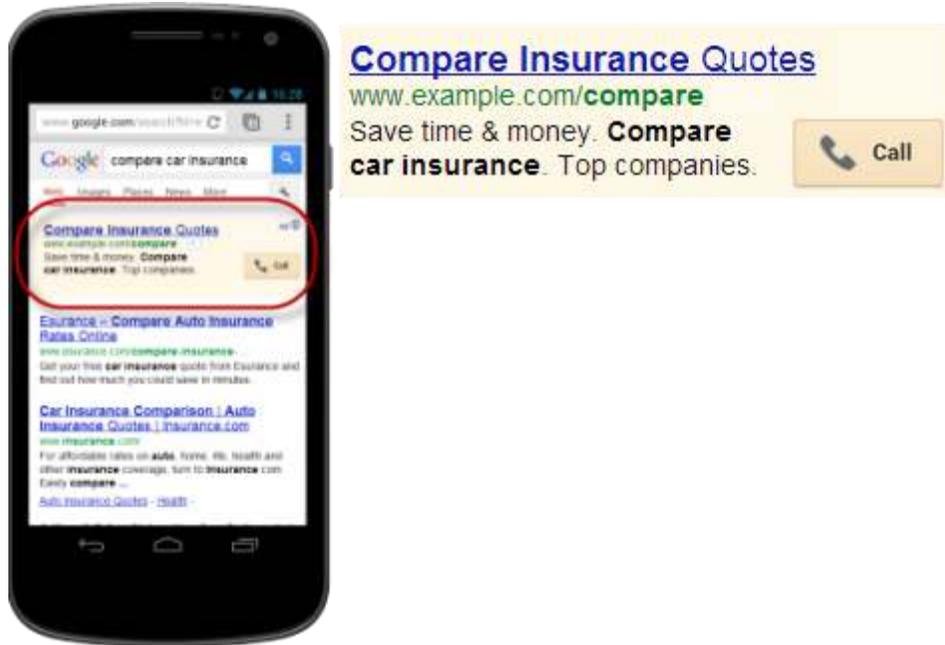
As part of the migration to Enhanced Campaigns, Google no longer allows advertisers to include a phone number in the ad text. All ads that used a phone number were automatically disapproved so you're forced to use Call Extensions if you want to display your phone number.

This is good news because you can use your limited ad space to sell your product or service instead of typing your phone number. Plus, Google used to charge extra for phone call tracking, but this service is free for Enhanced Campaigns.

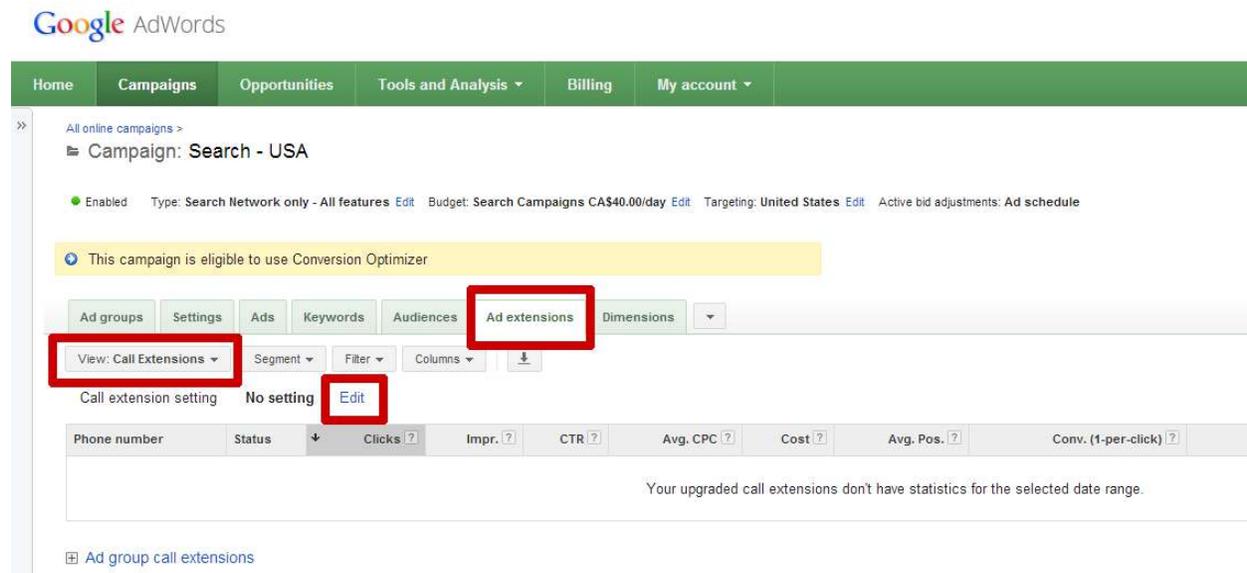
Call extensions function differently depending on the device:

- On mobile phones, your ad will be displayed with a large "Call" button (see below) to encourage phone calls. When a prospect clicks to call, then you pay as if the prospect clicked on the ad.
- On desktops and tablets, your ad will be displayed with your phone number, which gives you more credibility and can improve click through rates.

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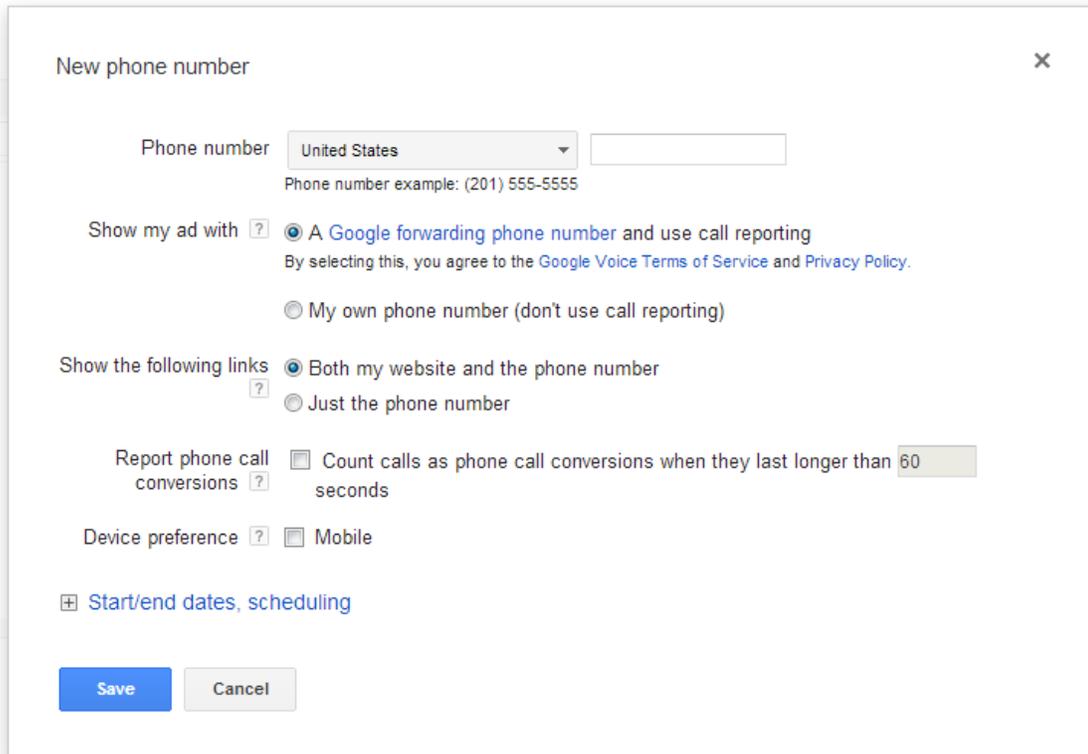


To add call extensions, go to the Ad Extensions tab in your account, select “View: Call Extensions,” and then click the Edit button (see below).



Next, click on the “+ New phone number” button and enter in your phone number. I recommend you leave the default settings (except for the call conversions) and then click Save (see below).

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New phone number

Phone number

Phone number example: (201) 555-5555

Show my ad with A Google forwarding phone number and use call reporting
By selecting this, you agree to the [Google Voice Terms of Service](#) and [Privacy Policy](#).

My own phone number (don't use call reporting)

Show the following links Both my website and the phone number
 Just the phone number

Report phone call conversions Count calls as phone call conversions when they last longer than seconds

Device preference Mobile

+ Start/end dates, scheduling

SOCIAL EXTENSIONS

According to Google, search ads with social extensions increase click through rates by 5 – 10%. That can have a big impact on your campaign because higher click through rates lead to higher quality scores, which in turn improves your ad position and decreases your ad costs.

So I obviously recommend testing Social Extensions to see if they improve your campaign performance.

Like all Ad Extensions, go to the Ad Extensions tab. Then select “View: Social Extensions” and click on the green “+ Extension” button. You’ll see a page like the one below where you need to copy and paste your Google+ Business page (not your personal page).

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Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

View: Social Extensions All but deleted Segment Filter Columns

Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns you are currently viewing.

Add social extension

Increase the social relevance of my ads by associating them with my Google+ Page [?]

Enter the URL for your Google+ page [?]

Before activating your extension, we'll check that your Google+ page and website are linked. [Learn more](#)

Save Cancel

AUDIENCE (RE)TARGETING

Audience retargeting is nothing new in AdWords. For some reason AdWords calls this remarketing instead of the industry standard term, retargeting.

Before Enhanced Campaigns, it was important to create a completely separate campaign for retargeting purposes. However, now you create regular ads, as well as retargeting ad groups within the same campaign. This can simplify your campaign management quite a bit.

There are two types of retargeting available in AdWords:

- Display
- Search

DISPLAY RETARGETING

If you're familiar with retargeting, then this is old news. When prospects visit your website from any source (i.e. SEO, social media, email, or AdWords), then they will receive a browser cookie with tracking information. This is similar to the way website analytics tracking works.

Next, as your prospect surfs around on other websites, your retargeting text and/or image ads will be displayed. So instead of targeting websites, you're targeting a specific user who has the unique browser cookie that you're targeting. This is a very powerful tactic to bring prospects back to your website who were not ready to contact you before.

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SEARCH RETARGETING

Search retargeting used to be called, Remarketing Lists for Search Ads (RLSA), before Enhanced Campaigns were introduced. With search retargeting, you can adjust your bids and even your ad text based on whether or not the prospect has already visited your website.

Similar to display retargeting, this tactic relies on browser cookies. So if your prospect has already visited your website, then she will have a unique browser cookie that you can use for search retargeting.

To set this up within your Search campaign, go to the Audiences tab. From there you can either set up a new remarketing list or select an existing list.

LANDING PAGE SEGMENTING

Last but certainly not least, Enhanced Campaigns allow you to segment your landing pages by device. This is critical now that Google is forcing all advertisers to target both desktops and tablet devices. Unfortunately, your desktop landing page will typically not perform well for tablets or mobile devices. When that's the case, you will want to segment traffic to specific landing pages that are optimized for each device.

This is fairly technical, but any decent webmaster can get this working for you. Landing page segmenting relies on Google's ValueTrack URL tagging feature. ValueTrack is simply a way for Google to automatically tell you information about the device that clicked on your ad. ValueTrack provides additional information, but for the purpose of this section, we'll focus solely on the device.

Here's how this works:

1. First, you'll add code to the end of your ad destination URL. For example, your destination URL might be <http://www.yourdomain.com/landing-page/>. You'll replace that with the following: <http://www.yourdomain.com/landing-page/?device={device}>.
2. The new destination URL now has the ValueTrack variable for device. Google will automatically replace {device} with a "c" for desktop or laptop computer, "m" for mobile device, or "t" for tablet. For example, your URL will end up looking like one of the following depending on the device that clicked your ad:

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- <http://www.yourdomain.com/landing-page/?device=c>
- <http://www.yourdomain.com/landing-page/?device=m>
- <http://www.yourdomain.com/landing-page/?device=t>

3. Your webmaster will need to code the landing page differently based on the device variable. For example, if the “device=c” then show a page optimized for computers, if the “device=m” then show a page optimized for mobile devices, and if the “device=t” then show a page optimized for tablets.

By segmenting by device, you’ll ensure every user gets the best experience on your landing page and you’ll ultimately increase your conversion rates.

TAKE ACTION CHECKLIST

Go through the list below and complete your SEO Audit. When you’re done reviewing the list, then assign each incomplete task to a team member and set a deadline.

- Bidding
 - Device bids
 - Location bids
 - Time of day or day of week bids
- Ad Extensions
 - SiteLinks
 - Call
 - Social
- Audience Retargeting
 - Display
 - Search
- Landing Pages

WANT MY HELP?

If you’d like help with your AdWords campaigns, send an email to privateclient@mainstreetroi.com.